

Message Text

UNCLASSIFIED

PAGE 01 MEXICO 06882 140219Z

63

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TAGS: SENV MEX

SUBJ: IMPACT OF TOURISM ON BAJA CALIFORNIA ENVIRONMENT

REF: MEXICO 6754 STATE 057202,

MEXICO 6242 STATE 162956

SUMMARY: AT AUGUST 12 MEETING, DIRECTOR OF TOURISM HIRSCHFIELD EXPRESSED APPRECIATION FOR INTEREST OF INTERIOR DEPARTMENT, 'EPA, AND EMBASSY IN REF SUBJECT; GAVE ASSURANCES OF PARTICULAR 'GOM' INTEREST IN DEPT INTERIOR OFFER OF COLLABORATION; STATED PROBLEMS ARE MUTUAL, MUST BE FACED JOINTLY BY BOTH GOVERNMENTS. PLANS SEND REPRESENTATIVE TO COMMISSION OF CALIFORNIA'S MEETING, SAN DIEGO AUGUST 22. IN ORDER PROPERLY INSTRUCT THAT REPRESENTATIVE, REQUESTS MEETING AGENDA. 'SMA' REP WILL FOLLOW-UP WITH HIRSCHFIELD REITERATING INTEREST UNDERSECRETARIAT ENVIRONMENTAL IMPROVEMENT IN SUBJECT MATTER. END SUMMARY.

1. DR. GREGORIO MARTINEZ NARVAEZ, CHIEF, DEPARTMENT OF INTERNATIONAL COORDINATION, UNDERSECRETARIAT ENVIRONMENTAL IMPROVEMENT (SMA), ACCOMPANIED EMBREP ON VISIT
UNCLASSIFIED

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PAGE 02 MEXICO 06882 140219Z

TO HIRSCHFIELD.

2. LATTER MOST CORDIAL, EXPRESSED VERY REAL PERSONAL AND OFFICIAL INTEREST IN PROBLEMS OF TOURISM IMPACT ON BC ENVIRONMENT, APPEARED DELIGHTED KNOW OF US DEPT OF INTERIOR SHARED CONCERN "SINCE PROBLEMS ARE MUTUAL," ADVISED THAT HIS DEPARTMENT HAS REPRESENTATIVE IN BC TERRITORY, NAMELY CARLOS RIVA PALACIO WHO, ACCORDING EARLY AUG 12 TELECON (JACK HOFFMAN, BUREAU OF OUTDOOR RECREATION, INTERIOR/SCICOUNS), IS PRESENT GOVERNOR GENERAL COMMISSION OF THE CALIFORNIAS, AND THAT HE ALSO GIVING CONSIDERATION SENDING REP FROM HDQS TO MEETING.

2. NOTHING BROAD RANGE OF INTERIOR RESPONSIBILITIES, HE INDICATED COMPLETE AGREEMENT, BUT DID NOT MENTION SPECIFIC POINTS OF VIEW OF GOM, SAYING WOULD PREFER RECEIVE AGENDA OF SAN DIEGO MEETING SO THAT HE COULD PROPERLY INSTRUCT HIS REPRESENTATIVE OR REPRESENTATIVES. EMBREP EXPLANATION THAT TOURISM IMPACT AND INTERIOR REPORT ONLY ONE ITEM BROAD AGENDA HAD NO EFFECT (SEE PARA 4).

3. ACCORDINGLY, EMBASSY REQUESTS DESIRED INFORMATION FOR TRANSMITTAL IN UNDERSTANDING THAT HIRSCHFIELD REP WILL PROVIDE DETAILS TO INTERIOR DEPT REP AT MEETING. EMBASSY ANTICIPATES VISIT OF INTERIOR REP OR REPS TO MEXICO CITY AT CONVENIENT DATE AFTER SAN DIEGO MEETING MAY BE DESIRABLE.

4. APPOINTMENT CONSISTED PRINCIPALLY OF 40 MINUTES OF ENTHUSIASTIC DECLAMATIONS OF TOURISM DIRECTOR RE IMPORTANCE OF TOURISM TO US AND MEXICO; TO EFFECT TOURISM NOT AN INDUSTRY BUT AN ACTIVITY IN WHICH BOTH INDIVIDUALS AND FAMILIES SERVE AS AMBASSADORS OF THEIR RESPECTIVE COUNTRIES; THAT HE HOPES SEE PRESENT 3.4 MILLION ANNUAL LEVEL OF TOURISTS TO MEXICO ESCALATE TO 10 MILLION BY 1976; THAT HE SEES REAL NEED FOR JOINT CONSULTATION IN AREAS OF INTEREST SPELLED OUT BY INTERIOR, AND ALSO IN MOUNTING ADEQUATE EDUCATIONL CAMPAIGN FOR BOTH US AND MEXICAN VISITORS TO NEWLY-OPENED BAJA AREA. HE FAVORS THE PROMULGATION OF GUIDE-
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PAGE 03 MEXICO 06882 140219Z

LINES AND THE USE OF SAFEGUARDS RATHER THAN PROTECTIVE LEGISLATION WHICH COULD BE RESTRICTIVE. HE MADE FREQUENT REFERENCE TO TRAILER AND CAMPER VEHICLES AND THEIR EASE OF MOVEMENT WHICH POSES PARTICULAR PROBLEMS FOR GOM AUTHORITIES IN PROVIDING FACILITIES. HE ALSO REFERRED TO GOM (PEMEX) PROGRAM (MEXICO 6242) TO PROVIDE LEAD-FREE GASOLINE TO TOURISTS. FINALLY HE ADVISED THAT GOM RELAXING BORDER ENTRY REQUIREMENTS AND EXTENDING

VALIDITY PERIOD OF TOURISTS ENTERING WITH CARS WITH
VIEW UNIFORM TREATMENT ALL BORDER PORTS, I.E. ALL
HAVE AT LEAST SIX MONTHS VISITING PERIOD.

5. SMA WILL CONFIRM SENSE OF MEETING IN COMMUNICATION
TO HIRSCHFIELD REITERATING INTEREST THAT AGENCY IN
PROPOSED JOINT CONSULTATION.

6. ACTION REQUESTED: SAN DIEGO MEETING AGENDA
SOONEST FOR TRANSMITTAL.

"FOR TIJUANA": REFERENCE TELEGRAMS BEING REPEATED TO
YOU. EMBASSY AWARE THAT CONSUL GENERAL MARGARET FAGAN
HAS BEEN PARTICIPATING PRIOR MEETINGS COMMISSION OF THE
CALIFORNIAS.
BRANDIN

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